CLAIMS

1. A method of enhancing a media file with intrinsic supplementary content, comprising:

   obtaining a media file; and

   combining supplementary content with the media file to create a compressed unitary media file with supplementary content.

2. The method of claim 1, wherein:

   the supplementary content includes a first supplementary media file and a second supplementary media file.

3. The method of claim 2, wherein:

   the first supplementary media file is an advertisement.

4. The method of claim 2, wherein:

   the first supplementary media file is commentary.

5. The method of claim 3, wherein:

   the second supplementary media file is an advertisement.

6. The method of claim 3, wherein:

   the second supplementary media file is commentary.

7. The method of claim 4, wherein:

   the second supplementary media file is an advertisement.

8. The method of claim 1, wherein:

   combining supplementary content with the media file includes:

   loading the supplementary content;

   loading the media file;

forming a unitary media file with supplementary content including the media file and the supplementary content;

compressing the unitary media file with supplementary content to form a compressed unitary media file with supplementary content; and

exporting the compressed unitary media file with supplementary content.

9. The method of claim 8, wherein:

compressing the unitary media file with supplementary content includes encoding the unitary media file with supplementary content.

10. A method, comprising:

receiving a media file;

receiving a first supplemental media file; and

combining the media file with the first supplemental media file to form a combined media file.

11. The method of claim 10, further comprising:

receiving a second supplemental media file; and

combining the media file with the first supplemental media file to form a combined media file further includes combining the media file with the first supplemental media file and the second supplemental media file to form the combined media file.

12. The method of claim 10, wherein:

the first supplemental media file is an advertisement.

13. The method of claim 10, wherein:

the first supplemental media file is commentary.

14. The method of claim 11, wherein:

the first supplemental media file is an advertisement and the second supplemental media file is an advertisement.

15. The method of claim 1, wherein:

the first supplemental media file is commentary and the second supplemental media file is commentary.

16. The method of claim 10, wherein:

combining the media file with the first supplemental media file to form the combined media file includes:

loading the media file;

loading the first supplemental media file;

forming a combined media file including the media file and the first supplemental media file; and

encoding the combined media file.

17. A system, comprising:

a processor;

a memory coupled to the processor;

a network interface coupled to the processor;

and wherein the processor is to:

receive a media file;

receive a first supplemental media file; and

combine the media file with the first supplemental media file to form a combined media file.

18. The system of claim 17, wherein:

the processor is further to:

receive a second supplemental media file; and

combine the media file with the first supplemental media file and the second supplemental media file to form the combined media file.

19. The system of claim 18, wherein:

the processor is to:

load the media file;

load the first supplemental media file;

form a combined media file including the media file and the first supplemental media file; and

encode the combined media file; to

combine the media file with the first supplemental media file and the second supplemental media file to form the combined media file includes:

20. An apparatus, comprising:

means for receiving media files;

means for combining media files;

and

means for exporting media files.